

Message Text

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ACTION NEA-10

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R 280740Z FEB 77
FM AMEMBASSY KUWAIT
TO USDOC WASHDC
SECSTATE WASHDC 7384
INFO AMEMBASSY ATHENS
AMEMBASSY JIDDA
AMEMBASSY MANAMA
AMCONSUL DHAHRAN
USINT BAGHDAD

UNCLAS SECTION 1 OF 2 KUWAIT 1102

USDOC FOR BIC/SAD - GOOTENBURG/ALE; BIC/CAGNE FOR
HALE/TENNEY NEA/ARP FOR ZIOLKOWSKI

E.O. 11652: N/A
TAGS: BEXP KU
SUBJECT: FEB 77 EDP TECHNICAL SALES SEMINAR IN KUWAIT:
WRAP-UP

REF: (A) 10 FAM 374.3, (B) KUWAIT 0655, (C) KUWAIT 0983,
(D) BAGHDAD 0361, (E) JIDDA 1475.

SUMMARY: 55 EMBASSY-ARRANGED BUSINESS APPOINTMENTS, TWO
RECEPTIONS, AND LONG RUNNING, WELL-ATTENDED SEMINAR SESSIONS
MADE OPTIMAL, USE OF EDP PARTICIPANTS TWO WORKING
DAY STAY IN KUWAIT FEB 19-20. NUMBER OF PROPOSALS FIRMS
ASKED TO SUBMIT, AMOUNTING TO 5.3 - 9.6 MILLION DOLLARS,
CORROBORATED EMBASSY'S EVALUATION OF KUWAIT'S EDP MARKET
POTENTIAL. ALTHOUGH SEMINAR PARTICIPANTS SEEMED PLEASED
AND SEMINAR'S PURPOSE AMPLY FULFILLED, HANDLING OF GROUP
WOULD HAVE BEEN MORE EFFICIENT IF LAST MINUTE ADDITIONS
TO IT HAD BEEN PLANNED FOR BY USDOC WELL IN ADVANCE AND
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INCLUDED FROM START AS PART OF SEMINAR (SEE RECOMMENDATIONS
PARA 9 BELOW). AS HAS HAPPENED WITH MISSIONS SO OFTEN
BEFORE, PRINTED MATERIALS FOR SEMINAR ARRIVED IN KUWAIT
AFTER TEAM HAD LEFT. USDOC IS REQUESTED INCLUDE MORE LEAD
TIME (3 WEEK MINIMUM) WHEN POUCHING ANYTHING TO KUWAIT
IN FUTURE. USDOC PLEASE CABLE BUDGET AUTHORIZATION REQUESTED
REF B SOONEST. END SUMMARY.

1. SEMINAR SESSIONS. CONTROL OFFICER ATCHESON AND ASSISTANT COMPLIED MASTER GUEST LIST OF KUWAITI BUSINESS FIRMS AND GOVERNMENTAL MINISTRIES HAVING POSSIBLE USES FOR US COMPUTER TECHNOLOGY. OVER 220 INVITATIONS WERE SENT OUT. PUBLICITY IN LOCAL ENGLISH AND ARABIC LANGUAGE DAILIES ELICITED NUMEROUS REQUESTS TO ATTEND OR TO MAKE APPOINTMENTS WITH SEMINAR PARTICIPANTS. 110 ATTENDED FIRST DAY OF SEMINAR, AND SIXTY ONE CAME TO SECOND SESSION. PROPORTION OF ATTENDEES HAVING TECHNICAL TRAINING IN EDP FIELD EXCEEDED THAT HAVING DIRECT MANAGERIAL RESPONSIBILITY FOR POSSIBLE PURCHASES OF WARES COMPANY REPS VENDING. SEMINAR SESSIONS WERE HELD FROM 5:00 TO 7:00 P.M. FEBRUARY 19 AND 20. TIME PERIOD FROM 8:00 A.M. TO 4:00 P.M. FILLED WITH APPOINTMENTS. AUDIENCE RESPONSE AT SEMINAR SESSION RANGED FROM ATTENTIVE TO BORED. QUESTIONS CONCERNED SPECIFIC AREAS OF APPLICATION. TECHNICALLY TRAINED ATTENDEES BUTTONHOLED SEMINAR PARTICIPANTS AFTER SESSIONS ENDED FOR MORE IN DEPTH DISCUSSIONS. SEVERAL BUSINESS APPOINTMENTS RESULTED FROM THESE MEETINGS.

2. HONEYWELL REPS NOTED THAT PUTTING ON SELF-MADE NAME TAGS HELPED ATTRACT INTEREST IN COMPUTER SALES, AS KUWAITIS APPROACHED THEM SEEING THAT THEY WERE FROM HONEYWELL. SUGGEST COMMERCE OR COMPANIES PROVIDE NAME TAGS FOR FUTURE MISSIONS.

3. BUSINESS TRANSACTED. WITH 55 EMBASSY ARRANGED BUSINESS APPOINTMENTS OVER THE TWO DAY PERIOD, SEMINAR PARTICIPANTS IGNORED THE NORMAL KUWAITI WORKING DAY, AS UNCLASSIFIED

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DID THE KUWAITIS THEY VISITED. ALTHOUGH GENERALLY EXHAUSTED BY THE HECTIC PACE AS WELL AS THEIR DAWN DEPARTURE FROM KUWAIT, ALL TEAM MEMBERS WERE PLEASED BY THE LARGE NUMBER OF PROPOSALS THEY WERE ASKED TO SBMIT. POSSIBLE SALES COULD RANGE FROM \$5.3 TO 9.6 MILLION. NEARLY ALL PARTICIPANTS PLAN TO RETURN TO KUWAIT WITHIN NEAR FUTURE. CHAIRMAN SIMMONS WHETTED KUWAITI INTEREST IN ATTENDING THE NATIONAL COMPUTER CONFERENCE TO BE HELD IN DALLAS IN JUNE.

4. HOSPITALITY. OVER 100 PERSONS ATTENDED EMBASSY AND SIMMONS HOSTED RECEPTION AT KUWAIT HILTON EVENING AFTER FIRST SEMINAR SESSION. ON SECOND DAY KNOTS OF INTERESTED ATTENDEES COLLARED VARIOUS SEMINAR PARTICIPANTS DURING COFFEE BREAK. MEASURE OF SUCCESS OF SEMINARS WAS FACT MOST OF EDP TEAM AND ADDITIONAL ACCOMPANYING COMPANY REPS DID NOT MAKE EMBASSY SOCIAL FUNCTION (STAGED FOR NAVAL SHIP VISIT) AFTER SECOND DAY'S SEMINAR BECAUSE THEY WERE TOO OCCUPIED WITH BUSINESS DISCUSSIONS RESULTING FROM SEMINAR.

5. CHAIRMAN'S MEETINGS. CHAIRMAN SIMMONS MET WITH OFFICIALS FROM MINISTRY OF PUBLIC WORKS, MINISTRY OF PLANNING, KUWAIT INSTITUTE FOR SCIENTIFIC RESEARCH, PAN ARAB COMPUTER CENTER, AND KUWAIT UNIVERSITY AND SEEMED PLEASED WITH MEETINGS.

6. SEMINAR PUBLICITY. ANNOUNCEMENTS FOR SEMINAR, AS WELL AS USIS-INSPIRED ARTICLES ON SEMINAR, APPEARED IN BOTH ENGLISH AND ARABIC LANGUAGE DAILIES. EMBASSY-PREPARED INFORMATION ON SEMINAR DISSEMINATED TO VARIOUS MEMBERS OF KUWAIT CHAMBER OF COMMERCE AND INDUSTRY.

7. BUDGET. USDOC IS REMINDED THAT INSUFFICIENT BUDGET AUTHORIZATION SENT. CORRECTED BUDGET AUTHORIZATION SHOULD BE SENT ASAP. DELAYS IN BILL PAYMENT AFTER PREVIOUS MISSIONS HAVE STRAINED EMBASSY RELATIONS WITH SOME SERVICE FIRMS IN KUWAIT.

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FM AMEMBASSY KUWAIT
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USDOC FOR BIC/SAD - GOOTENBURG/ALE; BIC/CAGNE FOR
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8. ADMINISTRATIVE ARRANGEMENTS. IT IS ALL VERY WELL TO SAY THAT CERTAIN COMPANY REPRESENTATIVES ARE SEMINAR PARTICIPANTS AND THAT OTHERS FROM SAME COMPANY TRAVELLING WITH THEM ARE NOT. BUT AS PRACTICAL MATTER, IT IS IMPOSSIBLE TO TREAT TWO REPRESENTATIVES FROM THE SAME COMPANY DIFFERENTLY WHEN THEY ARE TRAVELLING ON THE SAME MISSION. USDOC'S SENDING CABLES ASKING FOR IDENTICAL SERVICES (VISAS, HOTEL RESERVATIONS, ETC.) FOR NON-SEMINAR PARTICIPANTS AS FOR

PARTICIPANTS BELIES SUPPOSED DIVISION INTO SEPARATE GROUPS. NOT PLANNING ON ADDITIONAL COMPANY REPS AS PART OF MISSION COMPLICATED EMBASSY SUPPORT ROLE ENORMOUSLY. MUSCIAL CHAIRS OF RESERVATION AND CANCELLATION OF HOTEL ROOMS FOR ADDITIONAL REPS CREATED SITUATION WHERE CONTROL OFFICER ATCHESON TOOK IN RUAN FOR NIGHT BECAUSE ROOM RESERVED FOR HIM WAS TAKEN BY ONE OF THE NON-SEMINAR MEMBERS. UNCONFIRMED AND UNRESERVED FLIGHTS FOR ADDITIONAL COMPANY REPS ADDED AN UNNECESSARY WORK LOAD AT A BUSY TIME. MUCH OF THIS COULD HAVE BEEN AVOIDED IF ALL UNCLASSIFIED

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COMPANY REPS WERE UNDER USDOC/SEMINAR CONTROL FROM THE START.

9. COMPANY REPS ADDITIONAL TO SEMINAR PARTICIPANTS INSISTED THAT THEIR COMPANIES HAD PAID SEMINAR FEES AND THAT THEREFORE THEY SHOULD BE ACCORDED SAME ASSISTANCE AS SEMINAR PARTICIPANTS. EMBASSY RECOMMENDS THAT IN FUTURE USDOC CHARGE COMPANIES A FLAT FEE PER PERSON, NOT PER COMPANY, AS ADMINISTRATIVE LOAD ON EMBASSY AND ADVANCE MAN IS PER PERSONS, NOT PER COMPANY. THIS WOULD ELIMINATE SOURCE OF MISUNDERSTANDING AND PROVIDE SUFFICIENT FUNDS TO COVER EXTRA CARS AND OTHER SERVICES NEEDED FROM REPRESENTATIVES ADDED ON TO INITIAL SEMINAR PARTICIPANTS. MOST IMPORTANTLY IT WOULD MAKE FOR MORE EFFICIENT PLANNING.

10. PRINTED MATERIALS FOR SEMINAR ARRIVED IN KUWAIT DAY AFTER EDP TEAM LEFT. USDOC REQUESTED TO INCLUDE MORE LEAD TIME (3 WEEK MINIMUM) WHEN POUCHING ANYTHING TO KUWAIT FOR FUTURE MISSIONS.

11. FINALLY, A WORD OF THANKS FOR THE PATIENCE, GOOD HUMOR, AND EFFECTIVENESS OF USDOC ADVANCE MAN ROBERT RUAN, WHO WAS OF GREAT HELP TO THE SEMINAR AND TO THE EMBASSY IN SUPPORTING THE SEMINAR. MAESTRONE

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